

CLAIMS

What is claimed is:

1. A computer-implemented method of sharing revenue with listed individuals, wherein the listed individuals provide personal data to a list owner and agree to allow the list owner to make the personal data accessible to a list user, the listed individuals communicating with the list owner via an electronic communication medium, the method comprising:
 - (a) electronically soliciting a listed individual to agree to a predetermined set of conditions regarding the provision and handling of personal data related to the listed individual;
 - (b) electronically receiving an indication that the listed individual agrees to the predetermined set of conditions;
 - (c) electronically soliciting the listed individual for personal data;
 - (d) electronically receiving and storing personal data related to the listed individual;
 - (e) determining, on a periodic basis, whether revenue was received in exchange for providing the list user with access to a list including the personal data of the listed individual, and, if so, determining a portion of the revenue to be credited to the listed individual.
2. The method of claim 1, wherein the solicitation in step (a) includes an offer to credit to the listed individual a portion of future revenue to be received from the sale, rental or exchange of one or more lists that include the listed individual's personal data to a list user.
3. The method of claim 1, wherein the personal data includes answers to questions presented in a questionnaire.
4. The method of claim 3, wherein step (e) further comprises:
 - (i) determining the percentage of the questions in the questionnaire that were answered by the listed individual; and
 - (ii) determining the portion of the revenue to be credited to the listed individual based on the percentage of questions answered.
5. The method of claim 4, wherein step (e)(ii) further comprises:
 - (a) setting a fixed minimum percentage of the revenue to be credited;

(b) setting a fixed maximum percentage of the revenue to be credited; and
(c) determining the portion of the revenue to be credited, based on the percentage of questions answered, the fixed minimum percentage and the fixed maximum percentage.

6. The method of claim 1, further comprising:

(f) electronically requesting, on a periodic basis, the listed individual to update the personal data related to the listed individual; and

(g) the list owner electronically receiving and storing updated personal data associated with the listed individual.

7. The method of claim 6, wherein step (e) further comprises:

(i) evaluating the listed individual's responsiveness to the periodic requests to update personal data related to the listed individual; and

(ii) determining the portion of the revenue to be credited to the listed individual based on the evaluation of the listed individual's responsiveness.

8. The method of claim 7, wherein step (e)(ii) further comprises:

(a) setting a fixed minimum percentage of the revenue to be credited;

(b) setting a fixed maximum percentage of the revenue to be credited; and

(c) determining the portion of the revenue to be credited, based on the evaluation of the listed individual's responsiveness, the fixed minimum percentage and the fixed maximum percentage.

9. The method of claim 1, wherein the predetermined set of conditions include the listed individual agreeing to provide personal data related to the listed individual that will be included on a list that is to be included in a future transaction that generates revenue, update the personal data on a periodic basis, and be subject to targeted messages based on the personal data.

10. The method of claim 1, wherein the personal data includes at least one of the listed individual's name, telephone number, home address, e-mail address, employer name, employer address, job title, age, income, education, interests, recreational preferences, food preferences, home ownership or rental status, medical ailments, medication intake and marital status.

11. A computer-implemented method of sharing revenue with listed individuals, wherein the listed individuals provide personal data to a list owner and agree to allow the list owner to make the personal data accessible to a list user, the listed individuals communicating with the list owner via an electronic communication medium, the method comprising:

- (a) electronically soliciting a listed individual for personal data;
- (b) electronically receiving and storing personal data related to the listed individual;
- (c) electronically requesting, on a periodic basis, the listed individual to update the personal data related to the listed individual; and
- (d) determining, on a periodic basis, the portion of the revenue to be credited to the listed individual based on whether or not revenue was received in exchange for providing the list user with access to a list including the listed individual's personal data, and an evaluation of the responsiveness of the listed individual to the periodic requests to update personal data associated with the listed individual.

12. The method of claim 11, wherein the solicitation in step (a) includes an offer to credit to the listed individual a portion of future revenue to be received from the sale, rental or exchange of one or more lists that include the listed individual's personal data to a list user.

13. The method of claim 11, wherein if revenue was received, step (d) further comprises:

- (i) setting a fixed minimum percentage of the revenue to be credited;
 - (ii) setting a fixed maximum percentage of the revenue to be credited;
- and
- (iii) determining the portion of the revenue to be credited, based on the evaluation of the listed individual's responsiveness, the fixed minimum percentage and the fixed maximum percentage.

14. The method of claim 11, further comprising:

- (e) electronically soliciting the listed individual to agree to a predetermined set of conditions regarding the provision and handling of personal data related to the listed individual; and
- (f) the list owner electronically receiving an indication that the listed individual agrees to the predetermined set of conditions.

15. The method of claim 14, wherein the predetermined set of conditions include the listed individual agreeing to provide personal data related to the listed individual that will be included on a list that is to be included in a future transaction that generates revenue, update the personal data on a periodic basis, and be subject to targeted messages based on the personal data.

16. The method of claim 11, wherein the personal data includes at least one of the listed individual's name, telephone number, home address, e-mail address, employer name, employer address, job title, age, income, education, interests, recreational preferences, food preferences, home ownership or rental status, medical ailments, medication intake and marital status.

17. A computer-implemented method of sharing revenue with listed individuals, wherein the listed individuals provide personal data to a list owner and agree to allow the list owner to make the personal data accessible to a list user, the listed individuals communicating with the list owner via an electronic communication medium, the method comprising:

(a) electronically soliciting a listed individual for personal data related to the listed individual, wherein the personal data includes answers to questions presented in a questionnaire;

(b) electronically receiving and storing personal data related to the listed individual; and

(c) determining, on a periodic basis, the portion of the revenue to be credited to the listed individual based on whether or not revenue was received in exchange for providing the list user with access to a list including the personal data of the listed individual, and the percentage of the questions in the questionnaire that were answered by the listed individual.

18. The method of claim 17, wherein the solicitation in step (a) includes an offer to credit to the listed individual a portion of future revenue to be received from the sale, rental or exchange of one or more lists that include the listed individual's personal data.

19. The method of claim 17, wherein if revenue was received, step (c) further comprises:

(i) setting a fixed minimum percentage of the revenue to be credited;

(ii) setting a fixed maximum percentage of the revenue to be credited;
and

(iii) determining the portion of the revenue to be credited, based on the percentage of questions answered, the fixed minimum percentage and the fixed maximum percentage.

20. The method of claim 17, further comprising:

(d) electronically soliciting the listed individual to agree to a predetermined set of conditions regarding the provision and handling of personal data related to the listed individual; and

(e) the list owner electronically receiving an indication that the listed individual agrees to the predetermined set of conditions.

21. The method of claim 20, wherein the predetermined set of conditions include the listed individual agreeing to provide personal data related to the listed individual that will be included on a list that is to be included in a future transaction that generates revenue, to update the personal data on a periodic basis, and be subject to targeted messages based on the personal data.

22. The method of claim 17, wherein the personal data includes at least one of the listed individual's name, telephone number, home address, e-mail address, employer name, employer address, job title, age, income, education, interests, recreational preferences, food preferences, home ownership or rental status, medical ailments, medication intake and marital status.

23. An article of manufacture for sharing revenue with listed individuals, wherein the listed individuals provide personal data to a list owner and agree to allow the list owner to make the personal data accessible to a list user, the listed individuals communicating with the list owner via an electronic communication medium, the article of manufacture comprising a computer-readable medium holding computer-executable instructions for performing a method comprising:

(a) electronically soliciting a listed individual to agree to a predetermined set of conditions regarding the provision and handling of personal data related to the listed individual;

- (b) electronically receiving an indication that the listed individual agrees to the predetermined set of conditions;
- (c) electronically soliciting the listed individual for personal data;
- (d) electronically receiving and storing personal data related to the listed individual;
- (e) determining, on a periodic basis, whether revenue was received in exchange for providing the list user with access to a list including the personal data of the listed individual, and, if so, determining a portion of the revenue to be credited to the listed individual.

24. The article of manufacture of claim 23, wherein the solicitation in step (a) includes an offer to credit to the listed individual a portion of future revenue to be received from the sale, rental or exchange of one or more lists that include the listed individual's personal data to a list user.

25. The article of manufacture of claim 23, wherein the personal data includes answers to questions presented in a questionnaire.

26. The article of manufacture of claim 23, wherein step (e) further comprises:

- (i) determining the percentage of the questions in the questionnaire that were answered by the listed individual; and
- (ii) determining the portion of the revenue to be credited to the listed individual based on the percentage of questions answered.

27. The article of manufacture of claim 26, wherein step (e)(ii) further comprises:

- (a) setting a fixed minimum percentage of the revenue to be credited;
- (b) setting a fixed maximum percentage of the revenue to be credited; and
- (c) determining the portion of the revenue to be credited, based on the percentage of questions answered, the fixed minimum percentage and the fixed maximum percentage.

28. The article of manufacture of claim 23, wherein the computer-executable instructions perform a method further comprising:

- (f) electronically requesting, on a periodic basis, the listed individual to update the personal data related to the listed individual; and

(g) the list owner electronically receiving and storing updated personal data associated with the listed individual.

29. The article of manufacture of claim 28, wherein step (e) further comprises:

- (i) evaluating the listed individual's responsiveness to the periodic requests to update personal data related to the listed individual; and
- (ii) determining the portion of the revenue to be credited to the listed individual based on the evaluation of the listed individual's responsiveness.

30. The method of claim 29, wherein step (e)(ii) further comprises:

- (a) setting a fixed minimum percentage of the revenue to be credited;
- (b) setting a fixed maximum percentage of the revenue to be credited; and
- (c) determining the portion of the revenue to be credited, based on the evaluation of the listed individual's responsiveness, the fixed minimum percentage and the fixed maximum percentage.

31. The article of manufacture of claim 23, wherein the predetermined set of conditions include the listed individual agreeing to provide personal data related to the listed individual that will be included on a list that is to be included in a future transaction that generates revenue, update the personal data on a periodic basis, and be subject to targeted messages based on the personal data.

32. The article of manufacture of claim 23, wherein the personal data includes at least one of the listed individual's name, telephone number, home address, e-mail address, employer name, employer address, job title, age, income, education, interests, recreational preferences, food preferences, home ownership or rental status, medical ailments, medication intake and marital status.

33. An article of manufacture for sharing revenue with listed individuals, wherein the listed individuals provide personal data to a list owner and agree to allow the list owner to make the personal data accessible to a list user, the listed individuals communicating with the list owner via an electronic communication medium, the article of manufacture comprising a computer-readable medium holding computer-executable instructions for performing a method comprising:

- (a) electronically soliciting a listed individual for personal data;

(b) electronically receiving and storing personal data related to the listed individual;

(c) electronically requesting, on a periodic basis, the listed individual to update the personal data related to the listed individual; and

(d) determining, on a periodic basis, the portion of the revenue to be credited to the listed individual based on whether or not revenue was received in exchange for providing the list user with access to a list including the listed individual's personal data, and an evaluation of the responsiveness of the listed individual to the periodic requests to update personal data associated with the listed individual.

34. The article of manufacture of claim 33, wherein the solicitation in step (a) includes an offer to credit to the listed individual a portion of future revenue to be received from the sale, rental or exchange of one or more lists that include the listed individual's personal data to a list user.

35. The article of manufacture of claim 33, wherein if revenue was received, step (d) further comprises:

- (i) setting a fixed minimum percentage of the revenue to be credited;
- (ii) setting a fixed maximum percentage of the revenue to be credited;

and

(iii) determining the portion of the revenue to be credited, based on the evaluation of the listed individual's responsiveness, the fixed minimum percentage and the fixed maximum percentage.

36. The article of manufacture of claim 33, wherein the computer-executable instructions perform a method further comprising:

(e) electronically soliciting the listed individual to agree to a predetermined set of conditions regarding the provision and handling of personal data related to the listed individual; and

(f) the list owner electronically receiving an indication that the listed individual agrees to the predetermined set of conditions.

37. The method of claim 36, wherein the predetermined set of conditions include the listed individual agreeing to provide personal data related to the listed individual that will be

included on a list that is to be included in a future transaction that generates revenue, update the personal data on a periodic basis, and be subject to targeted messages based on the personal data.

38. The article of manufacture of claim 33, wherein the personal data includes at least one of the listed individual's name, telephone number, home address, e-mail address, employer name, employer address, job title, age, income, education, interests, recreational preferences, food preferences, home ownership or rental status, medical ailments, medication intake and marital status.

39. An article of manufacture for sharing revenue with listed individuals, wherein the listed individuals provide personal data to a list owner and agree to allow the list owner to make the personal data accessible to a list user, the listed individuals communicating with the list owner via an electronic communication medium, comprising a computer-readable medium holding computer-executable instructions for performing a method comprising:

(a) electronically soliciting a listed individual for personal data related to the listed individual, wherein the personal data includes answers to questions presented in a questionnaire;

(b) electronically receiving and storing personal data related to the listed individual; and

(c) determining, on a periodic basis, the portion of the revenue to be credited to the listed individual based on whether or not revenue was received in exchange for providing the list user with access to a list including the personal data of the listed individual, and the percentage of the questions in the questionnaire that were answered by the listed individual.

40. The article of manufacture of claim 39, wherein the solicitation in step (a) includes an offer to credit to the listed individual a portion of future revenue to be received from the sale, rental or exchange of one or more lists that include the listed individual's personal data.

41. The article of manufacture of claim 39, wherein if revenue was received, step (c) further comprises:

(i) setting a fixed minimum percentage of the revenue to be credited;

(ii) setting a fixed maximum percentage of the revenue to be credited;
and

(iii) determining the portion of the revenue to be credited, based on the percentage of questions answered, the fixed minimum percentage and the fixed maximum percentage.

42. The article of manufacture of claim 39, wherein the computer-executable instructions perform a method further comprising:

(d) electronically soliciting the listed individual to agree to a predetermined set of conditions regarding the provision and handling of personal data related to the listed individual; and

(e) the list owner electronically receiving an indication that the listed individual agrees to the predetermined set of conditions.

43. The article of manufacture of claim 42, wherein the predetermined set of conditions include the listed individual agreeing to provide personal data related to the listed individual that will be included on a list that is to be included in a future transaction that generates revenue, to update the personal data on a periodic basis, and be subject to targeted messages based on the personal data.

44. The method of claim 39, wherein the personal data includes at least one of the listed individual's name, telephone number, home address, e-mail address, employer name, employer address, job title, age, income, education, interests, recreational preferences, food preferences, home ownership or rental status, medical ailments, medication intake and marital status.